GR:D
BIKE SHARE

December 1 - December 31, 2020
Tempe Report

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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	286	N/A
Trips		
Total Trips	926	548
Trips Per Day (average)	30	18
Utilization Rate (trips per bike per day)	0.11	0.06
Active Members		
Total Membership	43,382	N/A
Monthly/Yearly Plans	493	N/A
Pay-As-You-Go & 7 Day Plan	42,822	N/A
Revenue		
Total Revenue	$6,165.21	N/A
Maintenance/Customer Service Activity		
Total CS Cases Created	25	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	6	135
Monthly	12	246
Annual	0	112
Other	0	67
Pay as You Go	1023	42,684
7 Day Pass	61	138
Total	**1,102**	**43,382**

Trips

Table 3: Cumulative Trips Per Day of the Week - September (Tempe Only)

M	T	W	Th	F	Sa	Su
73	88	75	61	52	94	105

Table 4: Trip Initiation Method (Tempe Only)

Mobile	126
Keypad (manually entered)	407
Keypad RFID Card	0
Website	11

Table 5: Trips

	Dec (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	926	25,159	548	12,632
Total Miles Ridden	2,868	67,812	1,829	37,942
Avg Trip Distance	3.1	3	3.3	3
Avg Trip Time	0:56:12	0:52:36	1:06:20	1:00:21
Avg Weekday Trips	118	166	15	32
Avg Weekend Day Trips	167	254	25	45
Holds	127	1,468	n/a	0
Ended out of Hub	137	4,725	75	2,741
Ended out of System Area	28	298	15	155

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	Dec Trips	%	Trips YTD	% YTD
Pay-as-you-go	458	49%	13,988	56%
7 Day Pass	130	14%	2,348	9%
Annual	5	<1%	1,241	5%
Monthly	140	15%	2,474	10%
Student	142	16%	3,566	14%
Other	51	6%	1,577	6%
TOTAL	**926**		**25,194**	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	Dec Trips	%	Trips YTD	% YTD
Pay-as-you-go	269	49%	7,243	57%
7 Day Pass	88	16%	1,422	11%
Annual	0	0%	679	5%
Monthly	59	11%	791	6%
Student	127	23%	2,422	19%
Other	5	1%	75	<1%
TOTAL	**548**		**12,632**	

Sunday December 6th was the highest day for regional ridership with a total of 57 trips taken. For trips originating in the Tempe service area, Saturday December 12th was the top day for ridership with 39 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T17 Tempe Beach Park	143	7th St. / Garfield St	0
T20 Tempe Center for the Arts	129	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0
T29 Tempe Town Lake Marina	100	ASU Hayden Library - Cady Mall (Virtual Hub)	0
P106: 1st St / Washington St (Sponsored by SRP)	81	ASU Orange St - S McAllister Mall (Virtual Hub)	0
T18 Neil Giuliano Park	74	Downtown ASU (Virtual Hub)	0
T11 University Dr / Mill Ave	66	P101 5th St / Grant St	0
T27 McAllister Ave / Apache Blvd	46	P102 1st St / Buchanan	0
T26 ASU Memorial Union	45	P104 Jackson St / 2nd St (Sponsored by SRP)	0
T16 Apache Blvd / Rural Rd	42	P141 Phoenix College	0
P140 8th St / Sheridan	38	P154 Central Ave / Thomas Rd	0

Table 9: Tempe Station Performance
Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	70	73	143	0	0
T20 Tempe Center for the Arts	10	63	66	129	0	0
T29 Tempe Town Lake Marina	9	47	53	100	0	0.68
T18 Neil Giuliano Park	15	35	39	74	0	0.1
T11 University Dr / Mill Ave	20	34	32	66	0	0
T27 McAllister Ave / Apache Blvd	25	21	25	46	0	0
T26 ASU Memorial Union	25	21	24	45	0	0
T16 Apache Blvd / Rural Rd	15	19	23	42	0	0
T30 Evelyn Hallman Park	8	16	16	32	0	12.65
T01 5th St / Forest Ave	25	13	12	25	0	0
T05 McClintock Dr / Apache Blvd	15	9	16	25	0	0
T24 Westside Center	10	12	13	25	0	0
T25 University Dr. / ASU Student Housing	25	11	11	22	0	0
T19 Kiwanis Park	15	9	11	20	0	0
T28 Rio Salado Pkwy / Mill Ave	15	7	13	20	0	0
T02 3rd St / Mill Ave	9	9	10	19	0	0
T03 Rural Rd / Terrace Rd	11	8	8	16	0	0
T31 5th St / Mill Ave	15	9	7	16	0	0.68
T09 Washington St / Center Pkwy	9	10	5	15	0	1.98
T22 Baseline Rd / Priest Dr	10	6	9	15	0	0
T14 College Ave / University Dr	15	7	6	13	0	0
T32 North Tempe Multigen Center	10	6	7	13	0	0
T04 Apache Blvd / Dorsey Ln	10	8	4	12	0	0
T07 Smith-Martin / Apache Blvd	10	4	8	12	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	7	3	10	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	4	6	10	0	0
T23 Escalante Center	10	5	5	10	0	0
T13 College Ave / Apache Blvd	15	3	6	9	0	0
T12 Rural Rd / Southern Ave	10	3	5	8	0	0
T15 8th St / Dorsey Ln	10	4	4	8	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	n/a	2	2	4	99.67	0
T08 Apache Blvd / Price Rd	10	1	3	4	17.75	0
T10 Washington St / Priest Dr	10	2	1	3	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	114,720	2,440,538	73,160	455,039
Carbon Offset	2,524lbs	56,619lbs	1,610lbs	31,458lbs

Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.
Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO_2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	286	96
Bikes inspected in field	108	81
Bicycles repaired	42	15
Average bike repair time	60 min	60 min
Bikes lost or stolen this month	0	0
Graffiti Cleaned	0	0

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	Dec	YTD
1	Other	53	2,976
2	Seat	1	106
3	Shifting/Pedaling	2	70
4	Lock	13	378
5	Keypad	21	721
6	Brakes	2	65
7	Flat Tire	12	509
8	Lighting	3	80
9	Frame	0	48
	Total	**107**	**4,953**

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in December was

Reason For Contact	Nov Created Cases (Full System)	YTD
Member Inquiries	13	212
Billing	0	25
Account Management	2	45
Bike Issue	0	53
Charges	0	185
General Education	4	79
Operations	5	98
Sign Up	0	3
Hub Request	0	0
Partnerships	1	11
New Program Request	0	0
Total CS Cases Created	**25**	**724**

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	36 sec
Avg duration of call	4:11 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	n/a	n/a	n/a
Ride Fees	n/a	n/a	n/a
Out of Hub Fees	n/a	n/a	n/a
Out of System Area Fees	n/a	n/a	n/a
Rider Bonuses Given	n/a	n/a	n/a
TOTAL	**$6,165.21**		n/a

Data has not been audited and is only to be used as an approximation of Gross Revenue
*Due to reporting issues with our Software provider, Mobility Cloud, we are no longer able to access the Revenue Data for the system.

Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	n/a	n/a
Twitter	n/a	n/a
Instagram	n/a	n/a

Table 18: Events

Event Name	City	Date
All events cancelled	n/a	n/a

Data tracking regarding all Social Media was suspended during this period.

Weather

Table 19 (Source: www.wunderground.com)

Dec	high	low	avg	Precip. sum
1	70	47	57.9	0
2	69	44	57.8	0
3	65	49	57.1	0
4	67	42	53.8	0
5	70	43	55.3	0
6	71	44	55.9	0
7	80	45	61.9	0
8	78	54	66.8	0
9	79	54	66.7	0
10	61	52	55.6	0.02
11	63	48	55.8	0.43
12	66	47	56.2	0
13	61	42	51.5	0
14	62	46	52.6	0
15	62	41	51	0
16	63	40	51.1	0
17	62	42	52	0
18	64	42	51.9	0
19	65	42	53	0
20	68	41	53.5	0
21	76	43	58	0
22	70	46	56.2	0
23	68	43	54.2	0
24	60	39	50.1	0
25	69	43	56.3	0
26	70	45	56.5	0
27	70	45	58.3	0
28	67	51	58.9	0
29	60	45	51.7	0
30	64	41	52.7	0
31	60	41	50	0